



# LA FASHION DISTRICT

MC2 PROPOSAL OF SERVICES

MC2

**PROSPECT CLIENT: DTLA FASHION DISTRICT** DATE: 7 APRIL 2017  
**BRANDING & IDENTITY / WEBSITE DESIGN PROPOSAL**

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BRANDING & IDENTITY / WEBSITE DESIGN PROPOSAL			
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PHASE 3: BRAND / MARKETING DIRECTION	QTY	UNIT/RATE	BUDGET
<b>6. PRINT &amp; DIGITAL ADVERTISING / CREATIVE CAMPAIGN</b>			
A. Advertising & Marketing Campaign Concept			
B. Art Production / Print Ready Files & Media Submission Facilitation			
C. Print Ad Campaign: Media Plan & Geo Targeted Market Research			
D. Digital Ad Campaign: Animated Display Ads			
E. Digital Ad Campaign: Animated Display Production & Programming / Facilitation			
F. Social Ad Campaign: Targeted and Tailored to Audience: Instagram vs. Facebook			
G. Advertorial Ads: Design Concept Development & Copywriting			
H. E-Blast Campaigns: Design Concept Development & Copywriting			
I. E-Blast Campaigns: Production & Programming / Facilitation			
<b>7. ART ASSETS</b>			
A. Stock Photography			
B. Custom Photography			
C. Stock Video Assets / Video Editing			
D. Custom Video Assets / Video Editing			
<b>PHASE 4: CAMPAIGN LAUNCH / DEPLOYMENT</b>			
<b>8. CAMPAIGN LAUNCH / DEPLOYMENT</b>			
A. Website to launch first followed by Social Media Campaign & E-blast Series			
B. DTLA media alignment for cross pollination			
C. Metro / Outdoor for broader reach			
D. Event activation within to drive traffic			
<b>PHASE 5: DELIVERABLES PRIORITIZE</b>			
> PHASE 1 & 2: SURVEY & STRATEGY			
> PHASE 3: CAMPAIGN & WEBSITE			
> PHASE 2: ALLIANCES / CO-MARKETING PARTNERS			
> PHASE 4: CAMPAIGN DEPLOYMENT			
<b>PHASE 6: BUDGETS</b>			
<b>MAY – DECEMBER</b>			
> PHASE 1 & 2: SURVEY & STRATEGY			\$5,000
> PHASE 3: CAMPAIGN & WEBSITE			\$45,000 - \$50,000
> PHASE 2: ALLIANCES / CO-MARKETING PARTNERS			\$TBD
> PHASE 4: CAMPAIGN DEPLOYMENT			\$10,000 - \$15,000
<b>Approx. Sub-Total:</b>			
<b>TERMS / CONDITIONS &amp; CONTRACT TO FOLLOW UPON BUDGET APPROVAL</b>			